



U5 YOUNGER
URBAN MIX

Y2 YOUNGER
SINGLES
& COUPLES

Population:

708,515
(1.86% of Canada)

Households:

360,871
(2.40% of Canada)

Average Household Income

\$47,731

Average Household Net Worth:

\$107,187

House Tenure:

Rent

Education:

Grade 9/High School/
College

Occupation:

Service Sector/
Blue Collar

Cultural Diversity Index:

Low

Sample Social Value:

*Financial Concern
Regarding the Future*

Who They Are

The most economically challenged of all segments, Just Getting By is home to younger, low-income singles and single-parent families located in large cities like London, St. Catharines, Windsor and Halifax. In their dense neighbourhoods, nearly 45 percent of maintainers are under 45 years old. More than half are single, divorced or separated, and over a third are lone-parent families, typically with younger children. Residents tend to be third-plus-generation Canadians with low education levels and low-level jobs in sales, the services, trades and manufacturing. Most households can only afford to rent units in older low-rise apartment buildings or own inexpensive single-detached houses. But being young and mobile has its advantages: more than half moved in the past five years with the hope of climbing the socioeconomic ladder. Surveys show a desire to improve their prospects in the popularity of online courses and management training programs. Without deep pockets, they engage in low-cost activities like going to parks, city gardens and auto shows. In this segment, budget-conscious residents score high for the value *Importance of Price*.

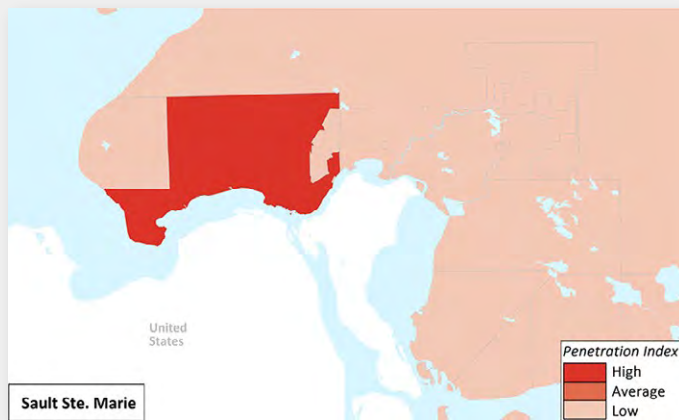
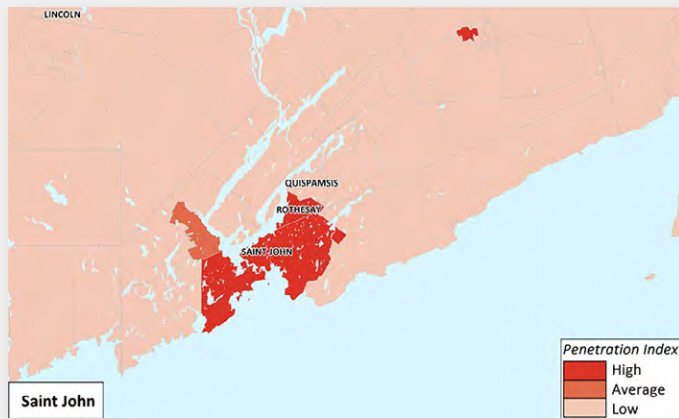
The young singles and families in Just Getting By pursue a youthful lifestyle on a budget. Their wide-ranging leisure activities include billiards and bowling, motorcycling and going to nightclubs. Nearly everyone in this segment shops at discount grocery, clothing and department stores; Walmart is a particular favourite. While dinner at a fancy restaurant may be a stretch, residents frequently patronize popular chains like Taco Bell, Burger King and Swiss Chalet. For a little excitement, they'll go to a casino, video arcade or horse race. At home, these on-the-go young people make a relatively light media audience. Their highest-rated TV shows include teen dramas, music videos and extreme sports, and their radios are tuned to stations that play dance, hip hop and classic rock music. While they rarely pick up a daily newspaper, they enjoy reading entertainment and celebrity magazines. Having cut their landlines years ago, they're increasingly turning to their mobile phones as their preferred media device. Overall they're still a mixed new media market, going online for selective activities, such as playing games, shopping and dating. Since the beginning of the COVID-19 pandemic, this segment has increased their consumption of digital magazines and newspapers.

How They Think

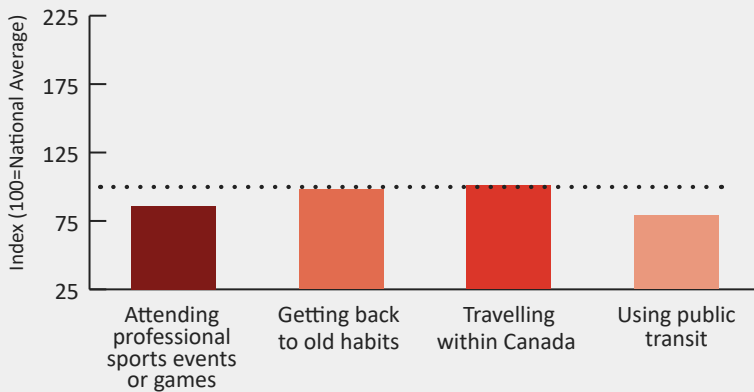
In their downscale neighbourhoods, the members of Just Getting By are accepting of *Multiculturalism* and diversity of the family (*Racial Fusion, Flexible Families*). Rather than being guided by reason and logic, they often make decisions based on feelings and emotions, and many are willing to take risks in order to get what they want in life (*Penchant for Risk*). They believe that getting involved in the political process is necessary to correct social inequalities and are interested in doing so (*Social Learning*). Not surprisingly, they have significant *Financial Concern Regarding the Future*, but they also feel threatened by life's uncertainties, intimidated by technological change and sense that they're at the mercy of forces beyond their control (*Technological Anxiety, Fatalism*). As a result, some express a *Need for Escape* from their routine and the confines of society's traditional moral code (*Rejection of Orderliness*). In the marketplace, Just Getting By consumers choose practicality over status in their purchase decisions and believe small businesses are more committed to ethical practices than large companies (*Utilitarian Consumerism, Confidence in Small Business*).

67. JUST GETTING BY

Where They Live



Post-Pandemic, Looking Forward To:



How They Live



LEISURE

billiards
 nightclubs/bars
 craft shows
 parks/city gardens



SHOPPING

discount grocery stores
 craft supply stores
 Shoppers Drug Mart
 second-hand stores



TRADITIONAL MEDIA

TV teen dramas
 TV mixed martial arts
 classic rock radio
 entertainment/celebrity magazines



INTERNET

beauty/fashion sites
 music streaming on computer
 online dating
 Amazon Prime Video



FOOD/DRINK

processed cheese
 value-priced domestic beer
 grocery store take-out
 buffet restaurants



FINANCIAL

mobile e-payment for purchases
 changed financial institution in last year
 less than \$10,000 in investments/savings
 use tax preparation services



AUTOMOTIVE

domestic intermediate cars
 one car
 under \$15,000 spent on vehicle
 2000-2009 model years



SOCIAL

Twitter
 YouTube
 Snapchat
 dating apps



MOBILE

video apps
 play games on mobile phone
 research products and services on mobile
 discount coupons on tablet



HEALTH

take back pain relievers
 6+ times/month

ATTITUDES

"No matter what I do, I have a lot of trouble changing the course of events that affect me"

"I have enough trouble taking care of myself without worrying about the needs of the poor"

"New technologies are causing more problems than they are solving"

"Young people should be taught to question authority"